



PROGRAMME 6: INTERNATIONAL MARKETING AND MEDIA DEVELOPMENT

The International Marketing Council and Media Development and Diversity Agency markets South Africa to the international community and promotes developments and diversity in the South African media respectively. These two public entities, under the control of GCIS as a responsible department, prepare their own annual reports which are tabled separately in Parliament.

PROGRAMME 7: GOVERNMENT MAGAZINE

Purpose: This chief directorate creates a communication vehicle that provides citizens with information on economic and other opportunities and how these can be accessed.

Measurable objective: To produce and disseminate a magazine that enhances public awareness of economic opportunities.

SERVICE-DELIVERY OBJECTIVES AND INDICATORS

The chief directorate produces *Vuk'uzenzele*, a 32-page magazine that focuses on opportunities – economic and other – created by South Africa's new democracy and how to access them. The magazine is a vehicle for:

- accessing opportunities made available through government programmes for people to improve their lives
- community development initiatives
- feedback on issues raised during government izimbizo
- issues around service delivery
- government campaigns and programmes that include community participation
- information-giving advice as well as light, entertaining features.

It has a print order of 1,1 million copies which are circulated in the urban and rural areas of the country, especially among poorer communities.

While most of the print-run is in English, all official languages are catered for in separate editions. It is also published in Braille.

Vuk'uzenzele is a free publication that appears six times a year. One of these six editions is a bumper, 48-pager with a print-run of two million copies which incorporates the State of the Nation Address. The chief directorate liaises closely with GCIS components, including BuaNews, and has extensive contact with different government departments to access information on campaigns and current news. The magazine was launched in September 2005. By March 2006, four editions of *Vuk'uzenzele* had been published, including the 48-page bumper State of Nation edition. Public response has been overwhelming, with hundreds of calls, letters, and e-mails to GCIS and thousands of calls a month to the Batho Pele Gateway Call Centre.